SAN DIEGO STATE UNIVERSITY

Georgia

SDSU 356-12-16
December 13, 2016

Magda Magradze
Chief Executive Officer
Millennium Challenge Account – Georgia

Dear Ms. Magradze,

Please find enclosed herewith the revised workplan, a deliverable for the Provision of Degree Accreditation and Institutional Support Initiative for Science, Technology, Engineering, and Mathematics, as required per the contract.

Please feel free to contact me if you have any questions.

Sincerely,

Kenneth D. Walsh, Ph.D.
Dean, SDSU-Georgia

N: 465

Work Plan 22 November 2016

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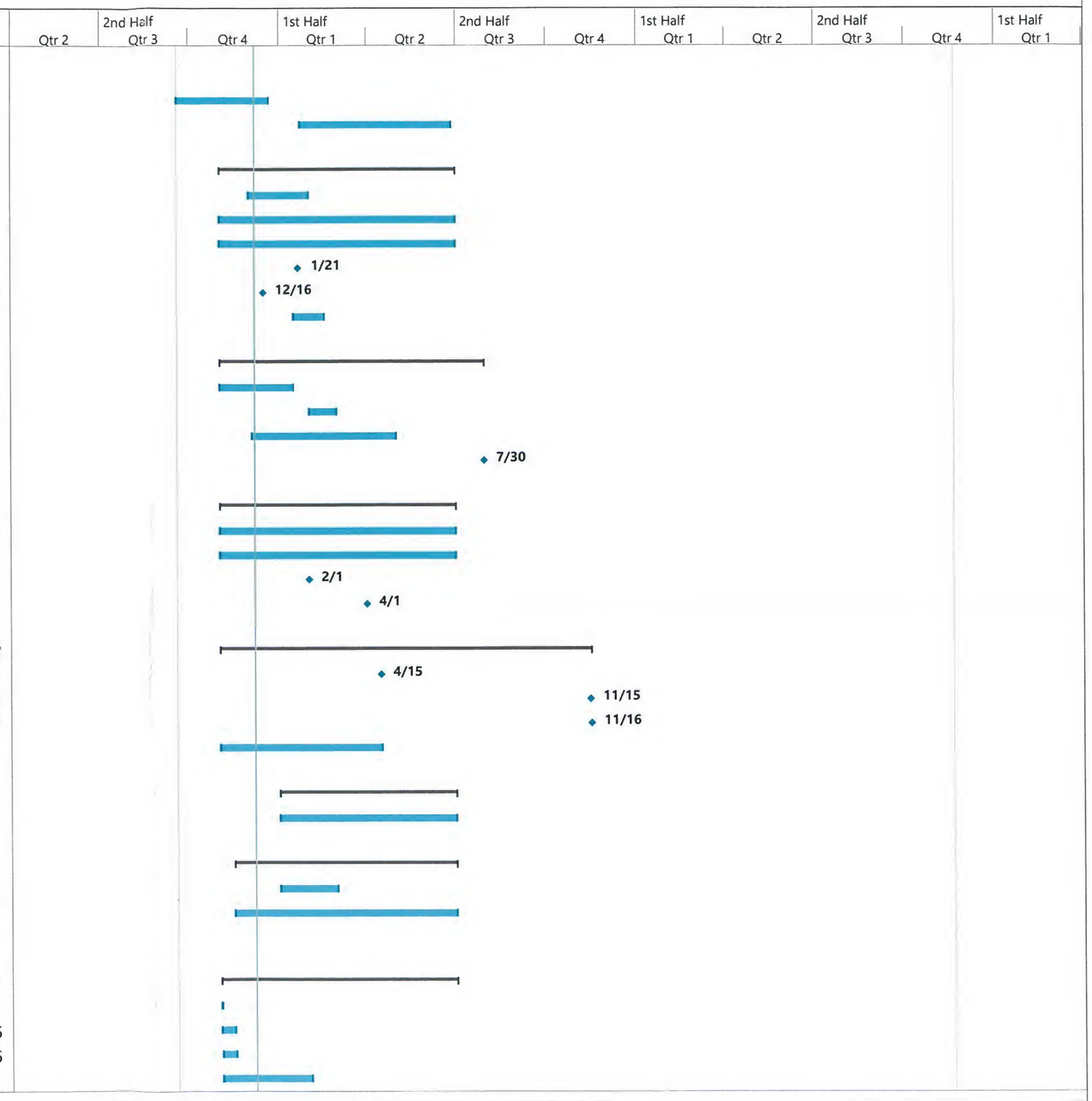

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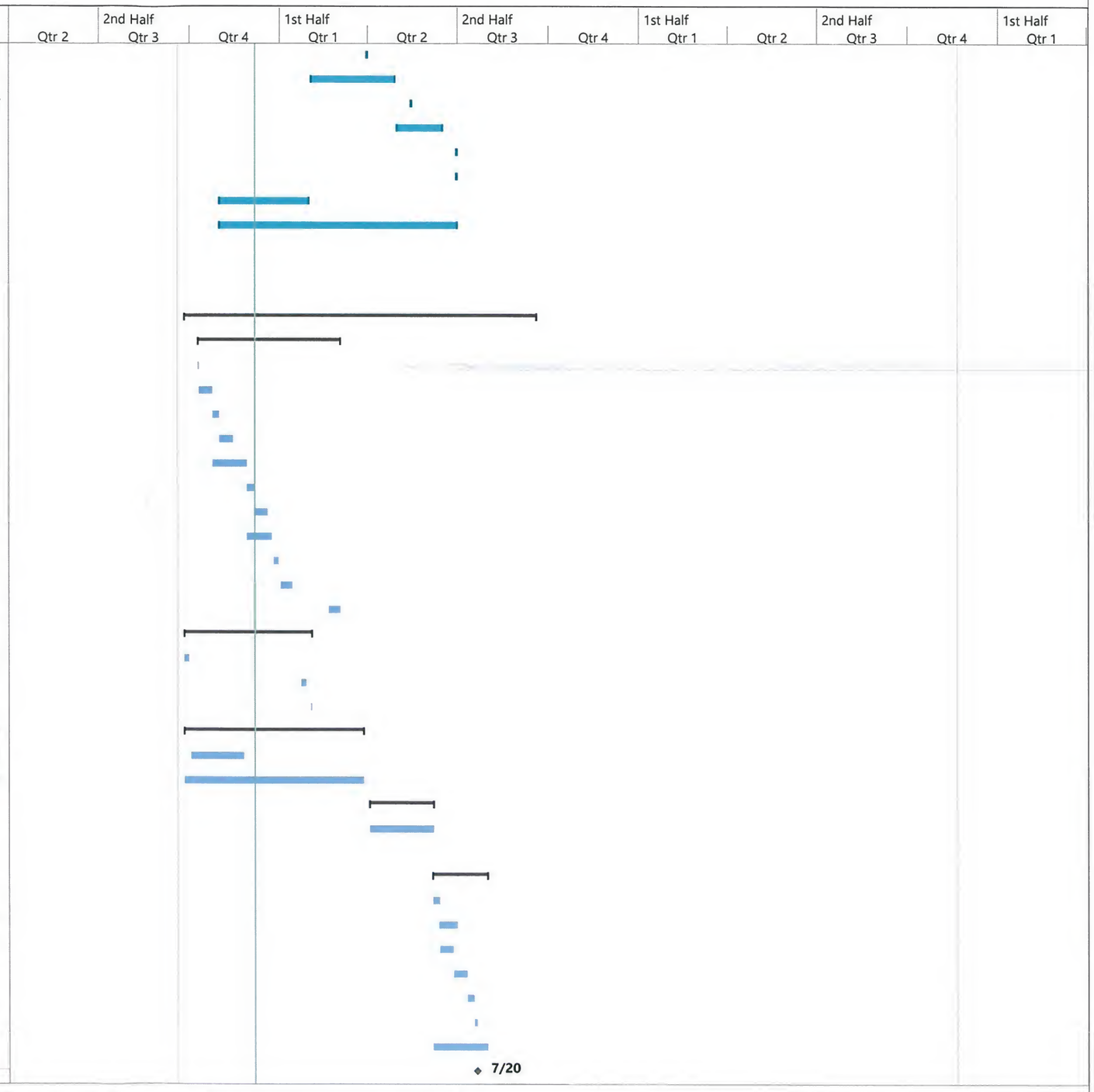

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86		Mobilisation of Contractor	10 days	Jun 6 '17	Jun 19 '17
87		Procurement and delivery of HVAC AHU + heat pump	30 days	Jun 20 '17	Jul 31 '17
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107		**Tendering and contractor selection**	**74 days**	**May 10 '17**	**Aug 21 '17**
108		Works tender announcement	1 day	May 10 '17	May 10 '17
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121		**SDSU Construction Works**	**77 days**	**Aug 6 '18**	**Nov 20 '18**
122		electrical	77 days	Aug 6 '18	Nov 20 '18
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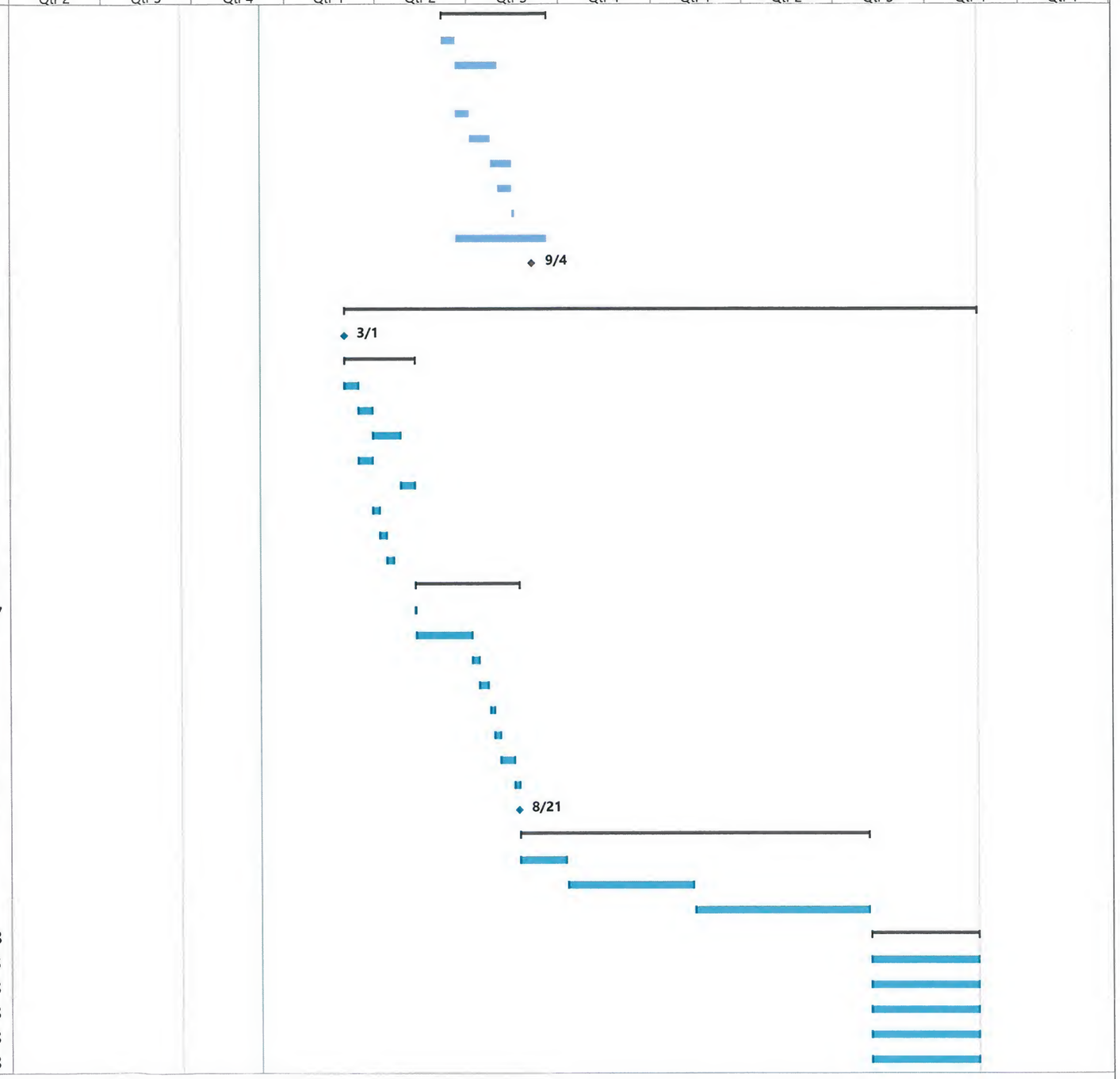

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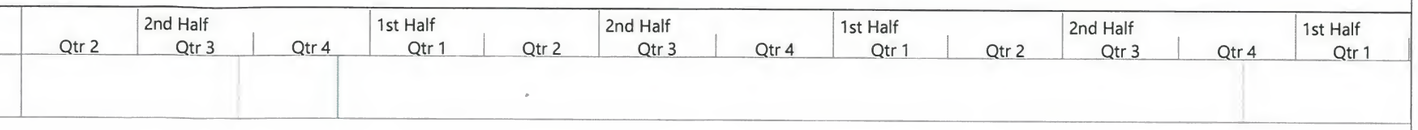

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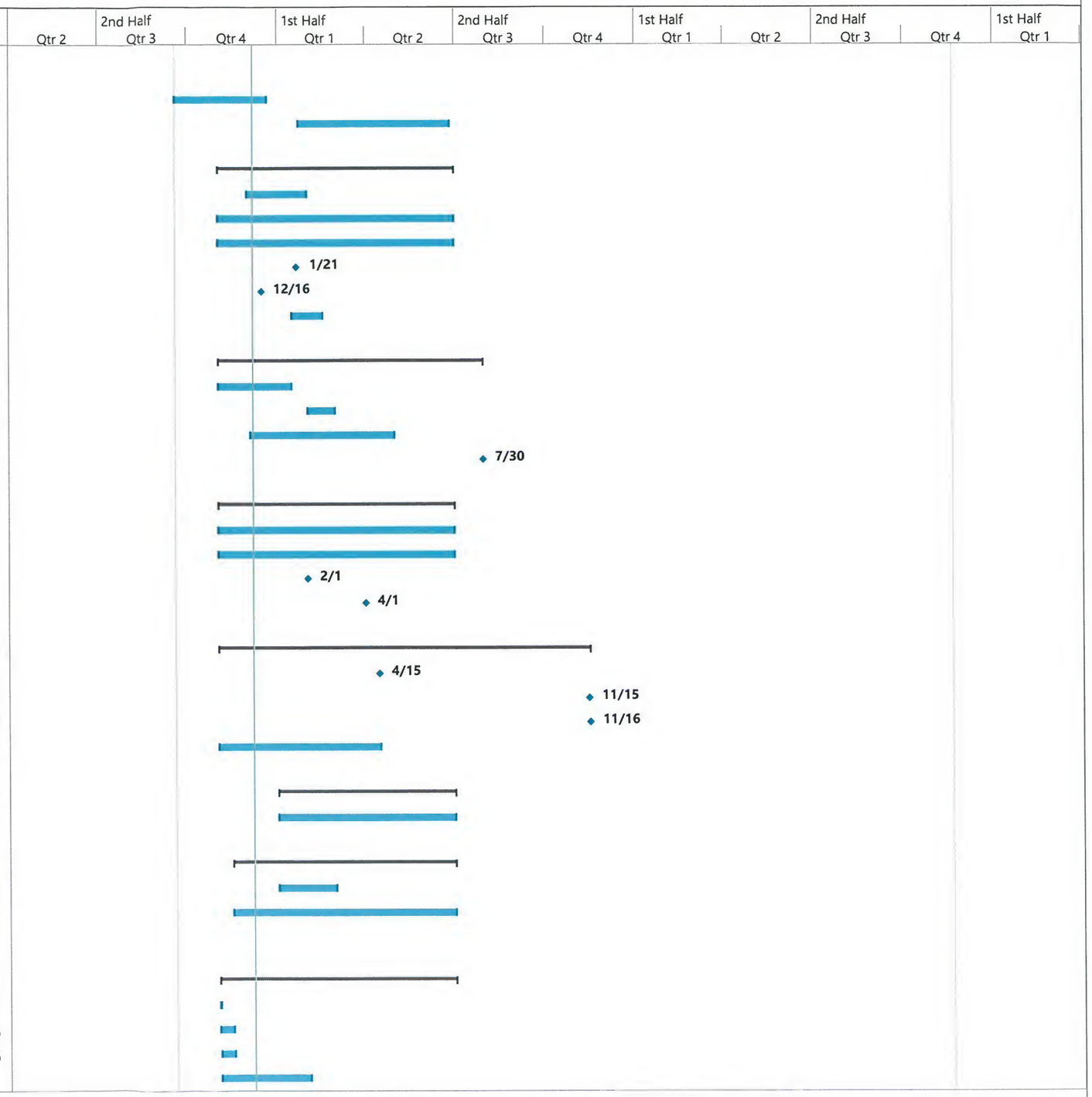

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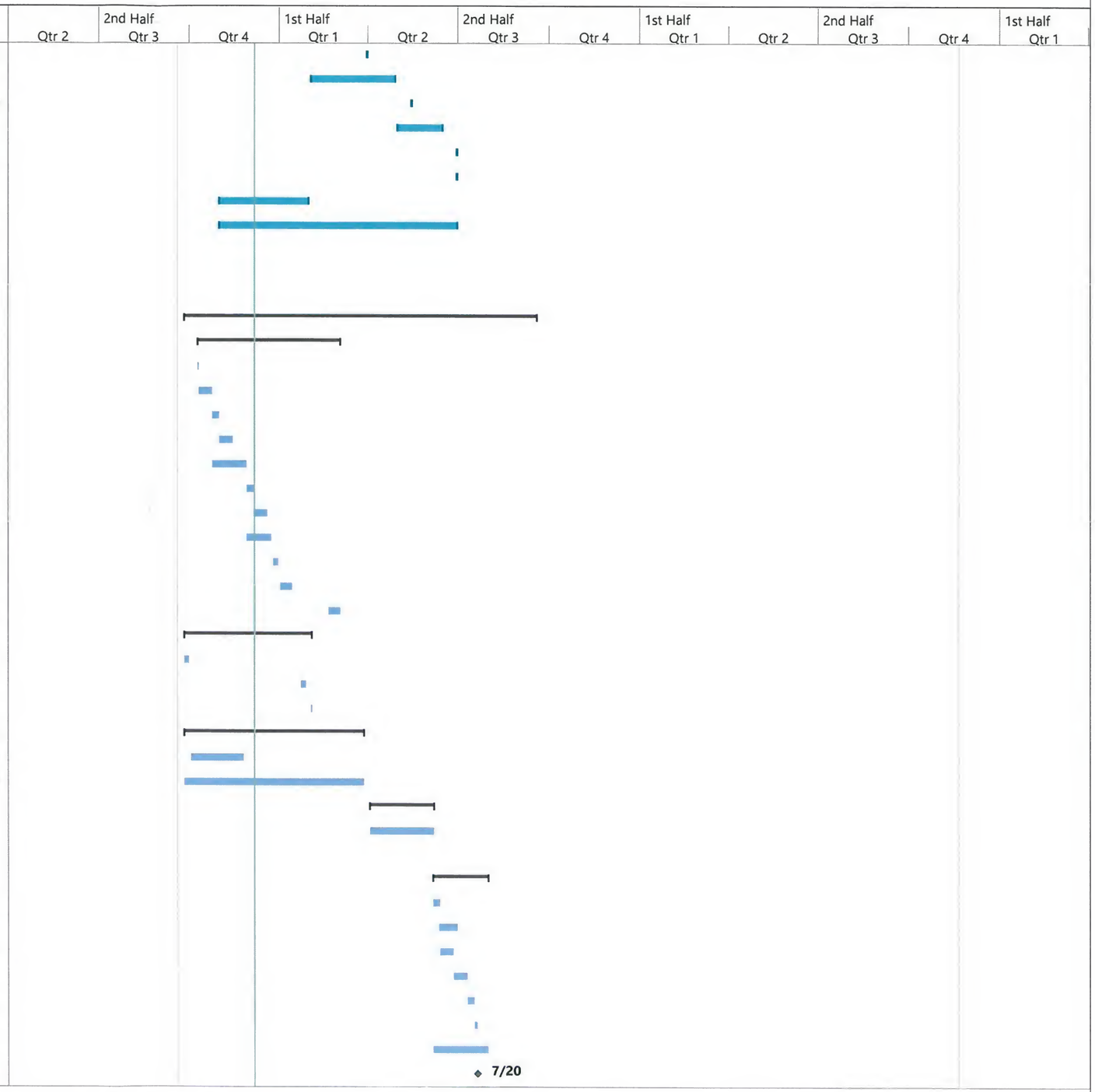

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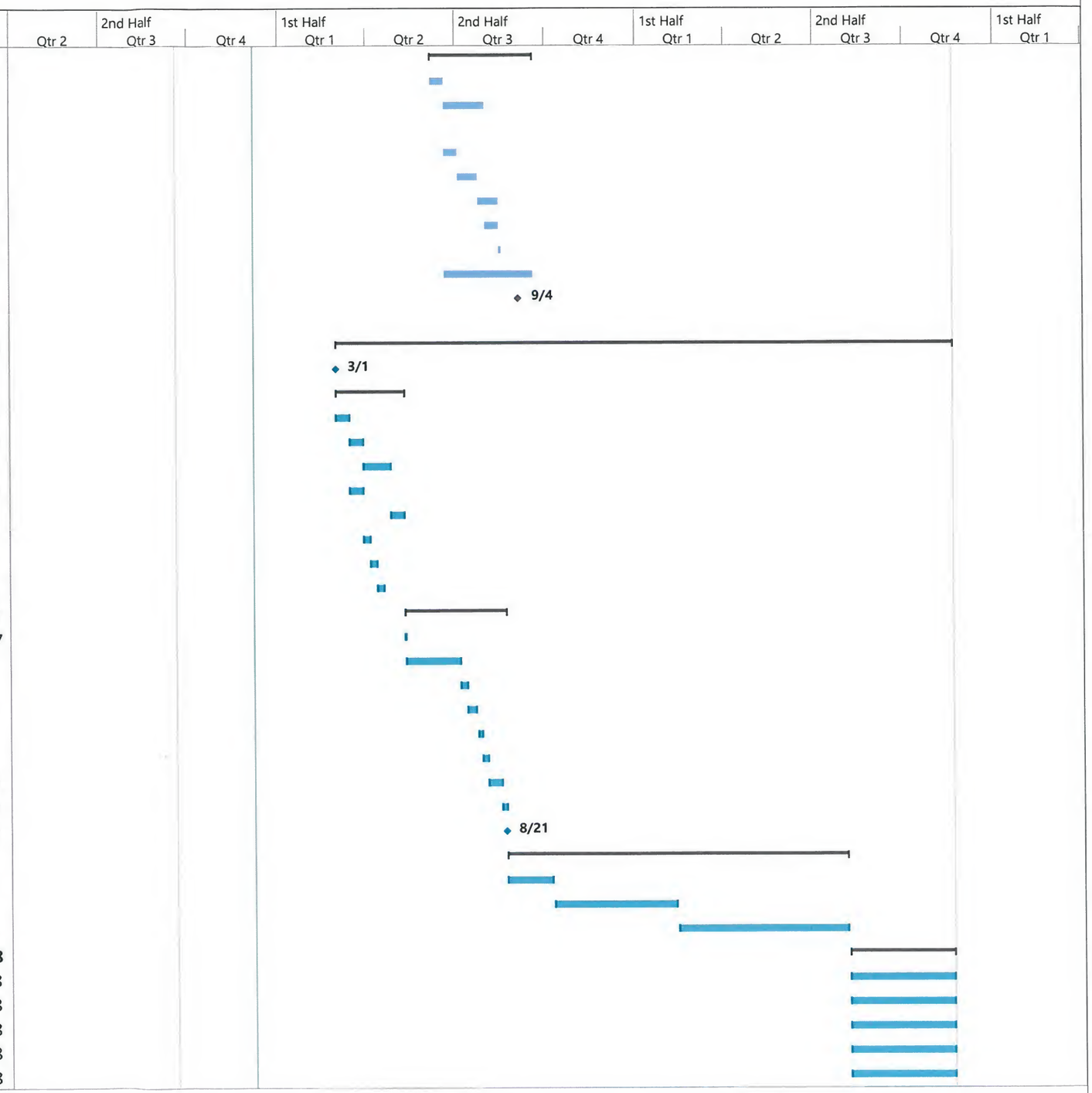

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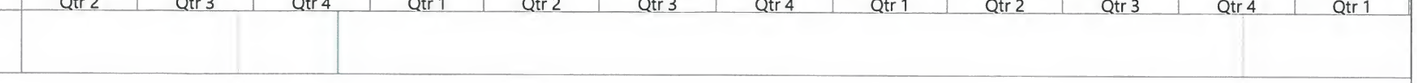

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Georgia

SDSU 331-11-16

November 10, 2016

Millennium Challenge Account - Georgia

Chief Executive Officer

Magda Magradze

Dear Ms. Magradze,

Please find enclosed herewith the Updated Recruitment Strategy for the third cohort (2017-2018). 2017-2018 recruitment is under way and the strategy report also includes an update on the current status of the recruitment (seventy plus schools in Tbilisi have already been visited).

Please feel free to contact me if you have any questions.

Sincerely,

Kenneth D. Walsh, Ph.D.

Dean, SDSU-Georgia

San Diego State University
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2017-18
SDSU Georgia
Cohort
October 31, 2016

SAN DIEGO STATE UNIVERSITY
Georgia

UPDATED RECRUITMENT STRATEGY FOR THE THIRD COHORT (2017-18)

For the first cohort (2015-16) recruitment, SDSU-G was completely reliant on the Georgian national university entrance exam (NAEC), and the central placement system. We did not have meaningful contact with the prospective students prior to the NAEC registration and exam. In order to create meaningful contact with prospective students, for the second cohort (2016-17) recruitment, SDSU-G designed and implemented numerous recruiting tools and techniques: STEM Database, Feeder schools, CRM, STEM Academy, early application system (Apply SDSU), and student interviews. All the prospective students were interviewed in our office and we were able to organize files for prospective students, including their photos and family financial data. ApplySDSU required students to apply on-line to SDSU, and to receive "Conditional Admission", prior to close of NAEC registration (March 15). This recruitment strategy provided SDSU-G with meaningful contact with prospective students, and proved very effective. However, since ApplySDSU was launched on February 1, and the student interviews and the financial assistance decisions were made after March 15, SDSU-G did not have the benefit of reaching to the group of prospective student who made up their minds in the Fall. For the third cohort, SDSU-G will complete bulk of its outreach and promotions during the fall; close early applications on Jan 15; complete conditional admissions by end of January; and interview prospective students by the end of February. Scholarship / financial aid decisions will be made before the closing of the NAEC registration closes. Currently, SDSU-G has 14 international students from 5 countries (7% of the student population). For the third cohort, SDSU-G wants to increase the international student population to 15% and also diversify the international student population to represent 15 countries.

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1. Introduction

Georgia has a critical shortage of science, technology, engineering and mathematics (STEM) professionals, educated to current international standards, graduating from their institutions of higher education. To address this problem, the Georgian government through the Millennium Challenge Account-Georgia, with funding from the U.S. Millennium Challenge Corporation (MCC) contracted with SDSU to provide an American university education in Georgia focused on STEM disciplines that would improve human capital in the Georgian labor force. This type of preparation is intended to increase the number of high quality scientists and professionals for companies operating in Georgia, contribute to economic growth in Georgia, and enhance employment in companies requiring market-driven skills.

SDSU is approaching this project in partnership with Ilia State University, Tbilisi State University, and Georgian Technical University – the three premier public universities in Georgia – to provide Bachelor's degrees in the country of Georgia. Using the facilities of these three universities, SDSU-Georgia provides STEM education to train an advanced workforce to meet the growing needs of Georgia. This program meets SDSU standards for curriculum, faculty training, and accreditation. As with all SDSU Bachelor's degrees, this program also includes general education to provide students with breadth in the liberal arts so necessary for an advanced workforce that will enhance the economy of the country. Degree offerings for 2017-18 academic year include: BS Computer Engineering; BS Electrical Engineering; BS Chemistry – Biochemistry; BS Computer Sciences, BS Civil Engineering; and BS Construction Engineering.

For the first cohort (2015-16) recruitment, SDSU-G was completely reliant on the national university entrance exam (NAEC), and the NAEC central placement system. Though SDSU-G had outreach activities, made presentations in schools, invited students to Open Doors events, held public lectures, etc., these activities did not result in meaningful contact with the prospective students prior to the NAEC registration and exam. Most of the names on the list of students provided by NAEC to SDSU-G in early September 2015 (for enrollment in our programs) were students we had little prior contact and familiarity.

In order to create meaningful contact with prospective students, for the Second cohort (2016-17) recruitment, SDSU-G initiated a STEM Database and gathered contacts details of 1500 students throughout Georgia who were interested in STEM. A CRM system was implemented, and STEM Database was used by the CRM to recruit students. Feeder School concept was successfully implemented, and SDSU-G signed up 12 feeder schools. Through CRM and Feeder Schools, it was possible to gather prospective students for STEM Academy workshops. Two STEM Academy Workshops were conducted.

Lastly, SDSU-G designed and implemented a new early on-line application process, named and branded as "ApplySDSU", which was new to Georgia higher education realities. ApplySDSU was launched on Feb 1, and required students to apply on-line before the close of NAEC registration (March 15). This process also required prospective students to pay early registration deposit of $100 in March (a first in Georgia!). All the prospective students were interviewed in our office and we were able to organize files with students' documents including their photos and family financial forms.

STEM Database, Feeder schools, CRM, and STEM Academy Workshops proved to be successful tools in recruiting students. This recruitment strategy provided SDSU-G with meaningful contact with prospective students. Early application system, Apply SDSU, proved to be an effective tool, but it was launched **LATE**! In subsequent brainstorming sessions, it was argued that students, and parents, make up their mind about university choices early in the Fall.

For the third cohort (2017-18) recruitment, SDSU-G decided to start accepting Apply-SDSU applications in early fall, and launch outreach and recruitment activities on the first day of high school opening (typically 15 September). Scholarship decisions will also be made before the NAEC registration closes on March 15, 2017. This report summarizes the outcome of the second cohort recruitment, and outlines the detailed strategy for the third cohort outreach and recruitment.

2. Outcome of 2016-17 Recruitment Efforts: Enrollment Highlights

SDSU-Georgia's enrollment in 2016-2017 academic year is 126 students (115 Georgians and 11 international). The Georgian cohort includes 5 transfer (mobility) students and 4 IB students. SDSU Georgia attracted very good students with an average NAEC score of *2120.* Among the cohort is NAEC's top scorer, Tamar Menteshashvili, with a score of *2283.6*, and the students who scored the highest in NAEC's Math and Chemistry exams, Math - Tamar Menteshashvili, Archil Tskhvediani, and Chemistry - Elene Aslanikashvili, Nikoloz Shurgaia.

With funding from MCA/GRDF, SDSU-G granted tuition scholarships to 123 students: 100% - 24; 80% - 9; 75% - 24; 70% - 1; 50% - 13; 25% - 13; 7000$ - 2; 6500$ - 28; 5000$ – 7; 2000$ - 1; 1000$ - 1 In addition, many students received **Georgian Government Merit Scholarships** of 2250 GEL. Distribution of GoG Merit scholarships is: 100% - 46; 70% - 27; 50% - 29. In the Georgian cohort, we have two students paying full tuition, and four students with 0% GoG merit scholarship.

Table 1. Highlights of 2016-17 Second Cohort enrollment

Group	**Number of Students**	**Notes**
Georgian citizens	115	• 106 are NAEC students, 5 IB, and 4 mobility students • *102 - TSU, 4 - ISU, 0 – GTU* • Tbilisi - 82, Regions - 33;
International	11	• Students from 2 countries (Turkey, Iran) • 10 out of 11 new international students are from Iran- 5 Females (all from Iran). • Computer Science 1 • Chemistry – 2 • Electrical Engineering - 2 • Computer Engineering - 6
TOTALS **TSU Totals** **ISU Totals**:	126 121 5	• Computer Science - 37; • Chemistry - 38; • Computer Engineering/Electrical Engineering - 51 NAEC 102 + 4 IB students, 4 mobility and 11 internationals NAEC 4 at Ilia State University + 1 transfer students.

Student Distribution by Partner Universities:

SDSU-G students are co-enrolled in partner universities. As shown in Table 2, 120 students are enrolled in TSU, 5 in ISU, and 0 in GTU. There are 18 students in the Electrical Engineering program, 33 students in Computer Engineering, 37 Computer Science and 38 students in Chemistry / Biochemistry program.

Table 2. SDSU-G student distribution by Partner Universities

	TSU	ISU	GTU
Computer Science	37	0	0
Electrical Engineering	15	3	0
Computer Engineering	31	2	0
Chemistry / Biochemistry	38	0	0

It has to be noted that matriculating students at SDSU requires a very rigorous process. The Office of Admissions of SDSU requires registration data and original academic documents for enrolled students. At the same time, the partner universities require documents for their purposes. The process for co –enrolling students in partner universities was completed and all students were registered by the end of September.

Geographic Distribution

For Georgian students, Figure 1 shows the geographic distribution of SDSU-G students. There are 82 students from Greater Tbilisi and 33 students from the regions, i.e., 40% of the cohort is from the regions. Having 40% of SDSU-G's second cohort from the regions can be considered as a big success, considering the English proficiency levels of students outside Tbilisi, and the limited financial resources of families outside the capital.
For international students, there are 10 students from Iran and one student from Turkey.

Student distribution by gender

Student distribution by gender is as follows: 70 male and 56 female. Female students' distribution among specialties: Computer Science 12; Electrical Engineering – 1; Computer Engineering – 15; Chemistry/Biochemistry – 28. Male students' distribution: Computer Science 25, Electrical Engineering – 17; Computer Engineering – 19; Chemistry/Biochemistry – 9.

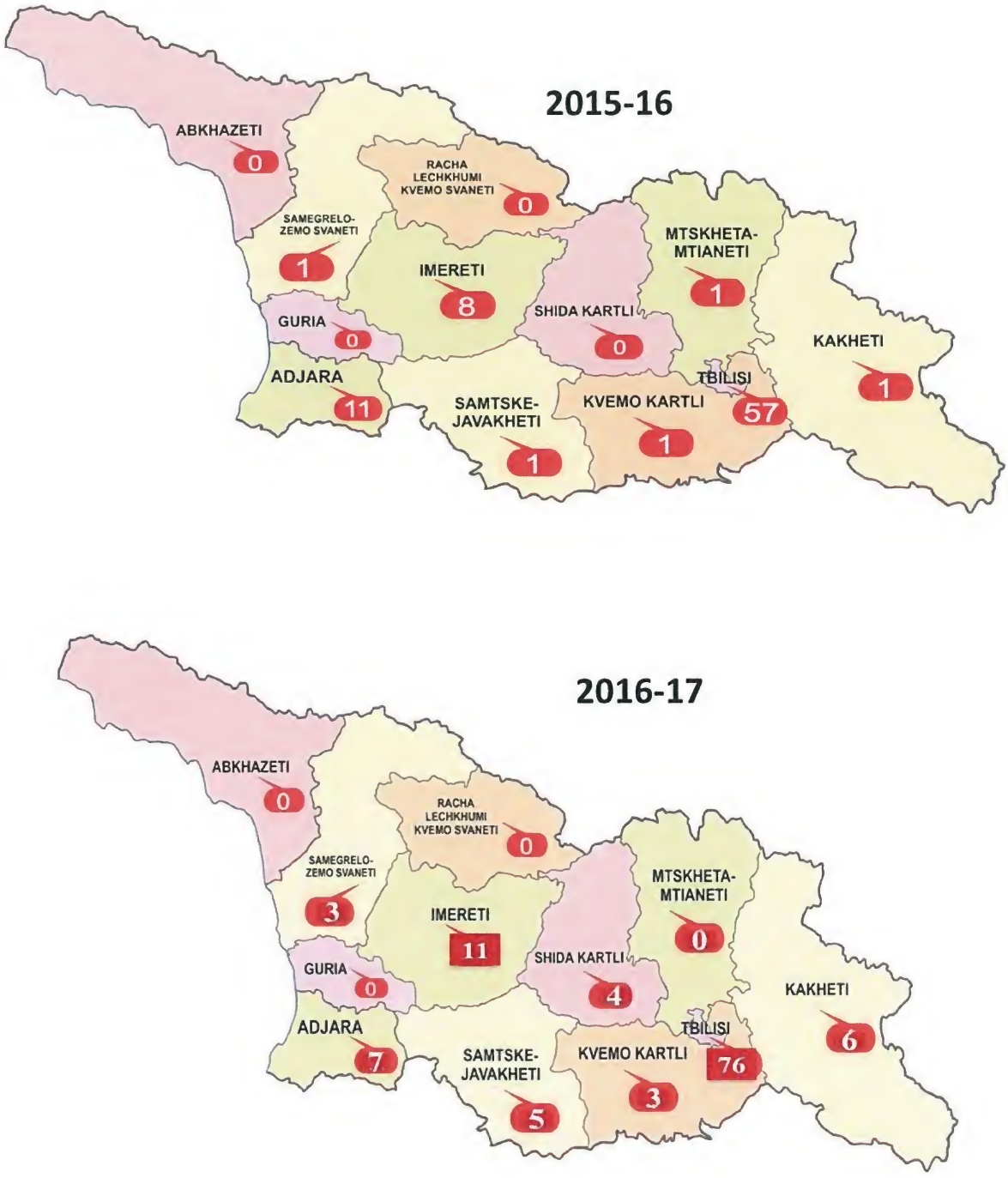


Figure 1. Geographic distribution of SDSU-G students. (2015-16 versus 2016-17)

Socially Vulnerable and Social Support Students

The financial aid policy of SDSU-G was designed to encourage enrollment of socially vulnerable and talented students. In the second cohort, 20 students of the enrolled Georgian student population of 115, have "socially vulnerable status" (i.e., Students from Occupied Territories; Students from large families - four children and more; Orphans; Students with disabilities; Students from socially disadvantaged families (scores < 70 000); Children of military families-- Killed in Action (KIA) and Missing in Action (MIA); Descendants of deported minority groups; Descendants of deported minority groups). Among the second cohort, there are students from high-mountainous and border regions.

Student Distribution by High schools

In our second cohort, we have 75 Georgian students from public and 36 Georgian students from private high schools (note: there are also 4 transfer students that are not included here). SDSU-G also has 3 international students who graduated from IB schools in Georgia. The 75 students represent 54 public schools, and 36 students represent 27 private schools (four of the Georgian private school students came from IB/MOU schools, and one is from an international high school outside Georgia -- Kuwait). From the 3 public Physics-Math schools, SDSU-G attracted a total of 12 students:

- Kutaisi Andria Razmadze Public School #41 of Physics and Mathematics: 3 students
- Tbilisi Academician Ilia Vekua Public School of Physics and Mathematics #42: 6 students
- Tbilisi Vladimir Komarov Public School #199 of Physics and Mathematics: 3 students.

Student distribution based on high schools they graduated from, and the regions they come from, are given **Appendix A.**

Transfer/ Mobility Students

SDSU-G allocated a total quota of 40 slots (TSU 20, ISU 10 and GTU 10) for transfer students. National Education Quality Enhancement Center (EQE) approved the quotas. Student admission offices and QA departments of partner universities provided support for internal mobility to SDSU-G. Registration of external student mobility was also set up at EQE. Between August 25 and September 10, ten students applied for transfer. All procedures were completed (exams/pretests, review of documents and transcripts, justification of transfer credits, etc.) by September 14th, and four students were accepted: Two from Georgian Agrarian University engineering programs (external mobility), one student from CSB TV communication program and one from Ilia State University business school (external mobility). The rest were not qualified (lack of English proficiency and low GPA). After completion of the procedures, EQE approved the

transfers (end of September). As a result, SDSU-G's second cohort has 4 mobility students, three of which have 50% scholarship and one has full scholarship.

3. Second Cohort Recruitment Efforts and Results

For recruitment of the second cohort, SDSU-G employed 14 recruitment tools and techniques. These are summarized in **Appendix B**. A status update of recruitment efforts in 14 recruitment tools is given in Table 3. As a result of the GoG Decree allowing SDSU-G to enroll students from IB and other international schools, in the second cohort SDSU-G was able to recruit 7 additional students (4 Georgian citizens and 3 international students).

Table 3. Summary of progress made during last year's recruitment

	RECRUITMENT TOOLS & TECHNIQUES	STATUS
1	Feeder Schools	12 signed- including G.Z. American Academy of Tbilisi and 11 others + 5 pending
2	"Feeder Tutors/Teachers"	Presentations at ETAG and Government's Teacher Prof. Dev. Center
3	STEM database	1500+ leads collected
4	ApplySDSU-G	Early registration incentive (new implementation) – 143 applications Required early registration fee (**88-- 51 paid + 37 socially vulnerable have waived fees)**
5	CRM	All the leads are contacted by phone, SMA, e-mail
6	Regional recruiting& ELA	5 regional centers: Batumi, Kutaisi, Telavi, Akhaltsikhe, Zugdidi.
7	Partner Universities	ISU - Pathway international students, TSU - Turkish students, GTU- ABET
8	Private sector participation	Partnership with business and industry including launch of the public private partnership fund (PPPF) -- underway
9	Student Mentor Program	Help Center / Tutorial for Math and Physics, Mentorship started
10	English Language Support and Development center	TOEFL support (Jan 20 - Feb 20), English Language Academy
11	STEM Academy	Two STEM Academies held in 2nd cohort as recruitment tools
12	Financial Assistance	Merit and need based instituted for socially vulnerable and star students: Financial data forms prepared / interviews conducted.
13	International student recruitment	Target countries: Azerbaijan, Turkey, Kazakhstan, Nigeria, India, China, Vietnam, Gulf states, Jordan
14	SDSU-Georgia Website	ENG and GEO languages : Visit our website (www.georgia.sdsu.edu)

Status update of Feeder School agreements, IB/ MOU schools agreements, and applicants from these schools, and actual enrollments, are shown in Table 4.

Table 4. Feeder Schools Agreements (Status update): Number of second cohort applicants and actual enrollments

	Name of High School	Status	# of applicants	Actual enrolled
1	• American Academy - GZAAT	signed	2	3
2	• Buckswood International School	signed	2	2
3	• Logos	signed	1	1
4	• Demirel College	signed	4	5
5	• Servantes GESS	signed	1	0
6	• Newton School	signed	1	1
7	• European School / American H. School (IB)	signed	2	2
8	• New School --- (IB)	signed	1	2
9	• QSI (MOU)	Signed	1	1
10	• Chaglar International (MOU)	Signed		2
11	• School of Tomorrow (MOU)	Signed	1	0
12	• Georgian American High School (Kutaisi)	Signed		1
13	• Vekua #42	pending	8	7
14	• Komorov #199	pending	8	4
15	• Kutaisi Math & Physics School	pending	4	3
16	• #1 First Experimental	pending	3	3
17	• #1 Gymnasium	pending	1	2
	• TOTAL		40	39

SAN DIEGO STATE UNIVERSITY

Georgia

SAN DIEGO STATE UNIVERSITY - GEORGIA
(SDSU - GEORGIA)

COMMUNITY RELATIONS AND DEVELOPMENT STRATEGY AND WORKPLAN FOR 2016-2017

TBILISI, GEORGIA 2016

Elene Aladashvili, Director of Community Relations and Development, SDSU Georgia

Summary

1. Community Relations and Development (CRD) Department and its objectives
2. Current structure of CRD Department
3. SWOT Analyses
4. Target Audience
5. Main Messages
6. Communication Channels
7. Main Activities
8. Work Plan for 2065-17 Academic Year
9. Administration, monitoring and reporting of CRD Strategy

1. Main Objectives of CRD Department

Objective 1: Increase general *public awareness* on SDSU Georgia and its programs

Objective 2: Support *recruitment* efforts to increase the number of students who select SDSU Georgia programs

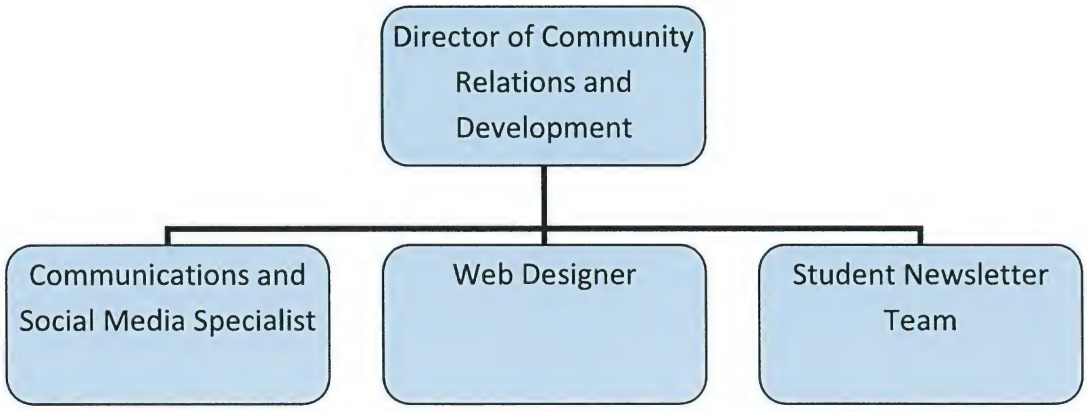
Objective 3: Increase *STEM awareness* in the country

Objective 4: Establish good *partnership relations and increase cooperation* with private sector, partner institutions and other stakeholders

Objective 5: Increase participation of girls, minorities and other social groups

Objective 6: Keep SDSU Georgia students involved and interested

2. Current structure of CRD Department



3. SWOT Analyses (Market)

Strength

- American education and degree
- International Accreditation
- Exchange opportunities to US
- Professors from SDSU
- Successful students
- General Edu. Curriculum
- Better employment opportunities
- Paid Internship Opportunities
- IB students
- Opportunities for girls and SV

Weaknesses

- Relatively new to the market (no graduated classes yet)
- Expensive for Georgian reality
- STEM programs are not popular
- No Campus
- Lack of interest from Partner Universities
- Insufficient English language skills among students
- Lack of fee paying students

Opportunities

- Financial Assistance
- STEM Academy
- Student loans
- Cooperation with Industry
- Internship opportunities
- Good student life
- Special development opportunities for talented students

Threats

- GEL inflation
- Economic downfall
- Political instability in the region
- Private Universities
- Delays in construction
- Managing Students' Expectations

4. Target Audience

- High School Students
- Parents
- High School principals, teachers, tutors
- 1st and 2nd year University students
- Partner Universities
- Industry/Business sector/Business Associations, etc.

- Academic institutions
- Education projects
- Civil Society
- Donor and International Organizations
- Education Experts
- MES, GoG, MCA/MCC, US Government
- Public at large

5. Main Messages

Main messages during PR and marketing campaigns will be built and formulated on the following soundbites:

- *American Education and Degree in Georgia*
- *Earn Internationally Accredited, internationally recognized degree and become competitive on international employment market*
- *SDSU Georgia means guaranteed employment*
- *40% of SDSU Georgia students have part time jobs or paid internships after freshmen year*
- *Future leaders of Business and Industry are amongst our students*
- *Successful students study at SDSU Georgia*
- *Study in US for a Semester of two*
- *Go global! study with students from diverse countries and backgrounds*
- *Access to cutting edge technology and labs*

- *Leadership Starts Here*
- *Entrepreneurship Starts Here*
- *Research Starts Here*
- *Innovation Starts Here*

- *Financial Aid Opportunities*
- *Special financial aid opportunities for girls and SV*
- *Paid internship opportunities*
- *Better Employment opportunities*

- *#IChooseSTEM*
- *Science is interesting*
- *Science is a girl's thing*
- *#GirlsChooseSTEM*

- *SDSU Faculty*
- *High-tech labs*
- *Student life*
- *Go global*

6. Communication Channels

The following communication channels will be employed to implement different activities and awareness campaigns:

- Media Coverage (TV, radio, print and online)
- Website
- Social Media: Facebook, YouTube, Instagram
- TV Advertising
- Targeted print and online advertising
- Presentations
- Special Events
- Open door events at the office and in partner universities
- Public Lectures
- Tours of SDSUG Labs
- Education fairs
- Mailing Lists (STEM Database)
- Enquiries: Email, Facebook, phone, meetings
- In person/one to one meetings
- Award Ceremonies
- Board Meetings
- Etc.

7. Main Activities of CRD Strategy According the Objectives

Main activities conducted to meet the set objectives will include but will not be limited to:

Objective 1: Increase general *public awareness* on SDSU Georgia and its programs

- TV Advertising on national as well as regional channels
- Outdoor banners on partner university buildings (subject to availability of funds)
- Targeted print/online advertising: NAEC, NAEC Newspaper, Eduaris.ge etc.
- Media Coverage: Coverage in news, participation in talk shows, morning programs and education programs, interviews, etc. Coverage in radio, print and online media with special focus on media outlets with highest ratings and targeted for the main/target audience.
- Media monitoring: monitor the media coverage and analyze data. Share media coverage through different communication channels (website, Facebook etc.).
- Website and Social Media: regularly update and create interesting content for SDSU Georgia Website, Facebook, Instagram and YouTube platforms (other social media platforms to be added in future).
- Marketing materials: creating and distributing SDSU Georgia information brochures, posters, post cards, gift packages and other publicity materials.
- Public lectures in partner universities and other institutions.
- SDSU Georgia students and faculty success stories to be distributed through internal and external communication channels.
- Publicizing SDSU achievements in STEM (latest information on the progress of research and inventions that SDSU professors and researchers are working on)
- Events: organize and participate in special events that will lead to the increased awareness of SDSU Georgia programs.
- Media training and panel discussions: to increase awareness on SDSU Georgia and raise journalists' awareness on how to cover education issues/news.
- Press conferences: organize press conferences to announce special events.
- Participation in local, regional and international conferences and workshops.
- Other

Objective 2: Support *recruitment* efforts to increase the number of students who select SDSU Georgia programs

- TV, online and print media advertising
- Media coverage (talk shows, news, etc.)
- Special brochures, posters, postcards,factsheets, and other printed publicity materials
- Special information kits for minority students and int. students
- Education fairs (Expo Georgia, Education USA, UK Bridge, other.)
- Open door events at the office and at partner universities
- Awarding winners of special STEM related Olympiads with SDSU Scholarships; SDSU Presentations at STEM Olympiads and Contests (MIA, GRDF, National Olympiad, TSU Science cup, etc.)
- Special events (organized by SDSU G, MCA Georgia, US Embassy, MES, etc.)

- Mailing lists
- Public lectures
- Partnership w/NAEC: Special SMS, NAEC Magazine, NAEC website, NAEC Newspaper
- SDSU G Student newsletter / Quarterly Bulletin
- SDSU Workshops for Chemistry, Math and other STEM teachers
- STEM Academy
- Special events for SDSU students and prospective students

Objective 3: Increase *STEM awareness* in the country

- Covering student success stories, other STEM news in media
- Why STEM videos
- Public lectures
- Integrating special STEM games during events
- STEM LAB at SDSU Georgia
- Tours toSDSU G labs for middle and high school students
- SDSU Georgia student partnerships with middle and high school students (mentors)
- STEM Clubs at SDSU Georgia
- Special STEM events organized by SDSU Georgia students: Google IOS, Google Hashcode, etc.
- STEM Academy
- STEM Advertising
- SDSU G Student Newsletter: "Generation STEM"
- STEM information disseminated through SDSU Facebook and Web pages

Objective 4: Establish good *partnership relations and increase cooperation* with private sector, partner institutions and other stakeholders

- Advisory Board Meetings
- SDSU Georgia Public Private Partnership Fund (PPPF) Initiative
- Special one to one meetings w/public and private organizations
- Special events in collaboration w/business representatives/associations
- Presentations at Business Associations: AmCham, IWA
- Special tours for business representatives at SDSU Georgia labs
- Scholarship and internship opportunities for business representatives/industry
- Special competitions for industry
- Policy discussions w/Civil Society, International and Donor Organizations
- SDSU Georgia Newsletter, invitation for partnership other publicity materials
- Public lectures in collaboration w/Business community, education institutions and others.
- Participation in open door events at Partner Universities
- Special Events and Presentations at Partner Universities to communicate and update relevant audience on the progress of the project
- Regular meetings w/rectors and relevant representatives including PR Directors
- Rehabilitation works outreach at Partner Universities

Objective 5: Increase participation of *girls, minorities* and other *socially vulnerable* groups

- Special publicity materials for minority groups
- Presentations at minority populated regions
- Special scholarships for minorities and socially disadvantaged groups
- Special competitions: Women in STEM Poster competition
- Women Role Model Videos: Why women in STEM
- Joint activities, talks and discussions in partner universities
- SDSU workshops for women teachers
- Women in Technologies Event
- STEM female success stories
- Roundtable meetings of STEM women

Objective 6: Keep SDSU Georgia *students involved* and interested

- Student Newsletter team
- Student Contests and Competitions: Photo contest, innovation contest, women in STEM poster contest etc.
- Career Development Program for SDSU G students
- SDSU Georgia annual internship fair
- Guest speakers program at SDSUG
- Special events/tours (exhibitions, tours to industry, parliament, etc.)
- Student life activities: sports, arts, events, etc.
- Student associations and clubs
- Trainings & project funding opportunities for SDSUG students
- Student Success Stories
- Community support activities
- Other

8. Work Plan

Note: *Budget items in the Work Plan are open. 2016 marketing budget will be used as a basis to establish the marketing budget for 2016 marketing and promotions.*

Work Plan 2015 - 2016

SDSU Georgia Community Relations and Development

OBJECTIVES	PLANNED ACTIVITIES/ DETAILED ACTIONS	TARGET AUDIENCE	2016				2017				Estimated Budget
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Objective 1: Raise the awareness of stakeholders and general public on SDSU Georgia.	1.1.										$0
	Special Events: Science week, exhibitions, Science picnic, student project exhibitions, etc.	General public/SDSU G Stakeholders/Decision Makers	X	X	X	X	X	X	X	X	
	TV Advertising Campaign	Public at large/ stakeholders/students/parents	X	X	X		X	X	X		
	Billboard Campaign on partner Universities	Public at large/ stakeholders/students/parents	X	X	X	X	X	X	X	X	
	Targeted Print/Online Advertising (NAEC Newspaper, NAEC Magazine, edu.aris.ge, NAEC website)	Public at large/ stakeholders/students/parents	X	X			X	X			
	Media coverage of SDSUG activities	Public at large/ stakeholders/students/parents	X	X	X	X	X	X	X	X	
	Social Media (Website, Facebook, YouTube, other)	Public at large/ stakeholders/students/parents/international students	X	X	X	X	X	X	X	X	
	Press Conferences for special events (Financial assistance announced, STEM Academy announced, accreditation news, etc.)	Media, public at large, etc.	X	X			X	X			
	Mailing lists	SDSU G students, STEM Database, SDSU Georgia Faculty, Education projects/etc., Media, private sector, other.	X	X	X	X	X	X	X	X	
	Marketing Materials (one pagers, brochures, posters, student calendar, etc.)	Public at large/ stakeholders/students/parents/international students	X	X	X	X	X	X	X	X	

	Media trainings/Roundtable meetings and panel discussions (international accreditation / STEM discoveries in US, etc.)	Media	X								
	Inquiries (phone, email, Facebook, website)	Population at large	X	X	X	X	X	X	X X		
	Success Stories	Public at large, prospective students, parents, etc.	X	X	X	X	X	X	X	X	
	Public Lectures	Public at large/ stakeholders/students/parents	X	X	X	X	X	X	X	X	
	Participation in regional and international conferences, workshops	SDSU G	X			X		X			
	Objective 1 - Sub Total										
Objective 2: Support recruitment process by outreach and information activities that attract students to select SDSU Georgia programs as their top priority / first choice	**2.1.**										
	Presentations in Schools (focused on private schools, STEM schools etc.)	Prospective Students, teachers, principals	X	X	X	X	X	X	X	X	
	Education fairs and other events: Int. Education Fair, Education USA, Expo Georgia Education Fair, UK Bridge Edu. Fair	Prospective Students, parents, teachers, principals, tutors, int. students, other	X	X	X		X	X	X		
	Open door events at the office and in partner universities	Prospective students, parents		X	X			X	X		
	STEM Academy	Prospective students	X	X		X	X	X		X	
	SDSU G Lab tours	Prospective students	X	X		X	X	X		X	
	Inquiries response mechanism (hotline, email, Facebook, meetings, etc.)	Prospective Students, parents, teachers, tutors, etc.	X	X	X	X	X	X	X	X	
	Scholarships for the winners of STEM Olympiads/contests etc.	Prospective students	X	X	X		X	X	X		

	Marketing materials focused on recruitment	Prospective Students, parents, teachers, principals, tutors, int. students, other	X	X	X	X	X	X	X	X	
	NAEC SMS (before and after exams)	Prospective students		X	X			X	X		
	MoU Signing Ceremonies w/feeder schools, etc.	Prospective Students, parents, teachers, principals, tutors, int. students, other	X	X	X		X	X	X		
	STEM Teachers' trainings/workshops	Prospective Students, parents, teachers, principals, tutors, int. students, other		X				X			
	Objective 2 - Sub Total										
Objective 3: Increase STEM awareness	**3.1.**										
	SDSU G student Newsletter: *Generation STEM*	Students, Public at large, private sector, stakeholders etc.	X	X	X	X	X	X	X	X	
	STEM Database	Students interested in STEM	X	X	X	X	X	X	X	X	
	Social Media campaigns: #IChooseSTEM other	Students, Public at large, etc.	X	X	X	X	X	X	X	X	
	Special competitions/awards for journalists/bloggers who cover STEM issues	Media		X							
	Why STEM videos	Students, Public at large, private sector, stakeholders etc.	X	X			X		X		
	Special STEM events: screening of the documentaries, presentations of SDSU latest researches, STEM Marathon, etc.	Public at large	X	X	X	X	X	X	X	X	
	Objective 3 - Sub Total										
	4.1.										

Objective 4: Increase partnership and cooperation with private sector, partner institutions and other stakeholders.	Advisory Board Meetings	Private Sector, Education Sector, Stakeholders	X		X		X		X	X	
	Special events (PPPF, MoU Signing Ceremonies, Scholarship award ceremonies, internships etc.)	Private Sector, Education Sector, Stakeholders	X	X	X	X	X	X	X	X	
	Annual Awards (Innovation and Excellence Award for effective contribution in education for private sector)	Private sector			X						
	Cooperation with the Ministry of Economic Development – *Entrepreneurship Development Agency*, GITA, Ministry of Infrastructure, etc.	GoG, SDSUG Students, other stakeholders, etc.				X					
	Cooperation w/Business Associations including AmCham, IWA, GITA – presentations at AmCham etc.	SDSUG Students, Private Sector		X		X		X		X	
	Media coverage in Investor.ge, Financial, Georgian Journal etc.	Private Sector, International organizations/community				X		X		X	
	Student Loan negotiations w/banks	Banks operating in Georgia	X	X	X	X	X				
	Students and business sector networking events	Students and Private sector		X		X	X		X		
	SDSU Georgia Public Private Partnership Fund (PPPF)	Public institutions, private sector, business and industry leaders				X	X	X	X	X	
	One to one meetings	Private Sector	X	X	X	X	X	X	X	X	
	Objective 4 Sub TOTAL										

Objective 5: Increase participation of girls, ethnic minorities and SV	**5.1.**										
	Special scholarships for Girls, minorities and SVs (GRDF winners)	Students	X	X	X	X	X	X	X	X	
	Success stories of women role models, Why Women in STEM Videos, etc.	Students, teachers, public at large	X		X		X				
	Women in STEM Social media campaigns	Students, teachers, public at large				X			X		
	SDSUG Students STEM Women poster competitions	Students, teachers, public at large					X				
	Information in Russian or other relevant languages for minorities	Minority Students	X	X	X	X	X	X	X	X	
	Objective 5 Sub TOTAL										
Objective 6: Retain - SDSU Georgia students by offering interesting events/competitions and student life activities	**6.1.**										
	Student Newsletter	SDSU G students, prospective students, public at large, stakeholders	X	X	X	X	X	X	X	X	
	Student Photo Contest for Calendar	SDSU G students				X			X		
	Guest speakers at SDSU G	SDSU G students	X	X	X	X	X	X	X	X	
	Special events/tours (exhibitions, tours to industry, parliament, etc.)	SDSU G students			X			X	X		
	Student life activities: sports, arts, events, etc.	SDSU G students	X	X	X	X	X	X	X	X	

	Student clubs, associations/peer to peer mentoring etc. (GESA)	SDSU G Students	X	X	X	X	X	X	X	X	
	Trainings & project funding opportunities for SDSUG students	SDSU G Students	X	X	X	X	X	X	X	X	
	Student Success Stories	SDSU G Students	X	X	X	X	X	X	X	X	
	Community support activities	SDSU G students	X	X	X	X	X	X	X	X	
	Objective 6 Sub TOTAL										
			Grand Total:								

9. Administration, Monitoring and Reporting of CRD Strategy

The Community Relations and Development Strategy of SDSU Georgia is an integral part of the broader Recruitment Strategy. The strategy is intended to be a living document that will be continually reviewed on a bi-annual basis or when and as necessary. The Director of Community Relations and Development will make recommendations about the suggested changes. The review and update should be done jointly by Dean, Vice-Dean, Communications, Academic, Finance managers and other relevant staff members. The main objective of the review is to reflect changing conditions and information in order to achieve continual improvement. In parallel Director of Community Relations and Development will closely monitor the implementation process and report on the progress achieved on quarterly basis. More detailed quarterly work plans will be prepared and shared internally at SDSU, with MCA Georgia and MCC.

Metrics of how the ssuccess will be measured

Activity	Goals of the activity	Indicators/statistics/data	Challenges and the plan to overcome challenges	Measure of success

სსიპ „ათასწლეულის გამოწვევის ფონდი - საქართველოს“
აღმასრულებელ დირექტორს, ქ-ნ მაგდა მაღრაძეს

ამავე ორგანიზაციის უმაღლესი განათლების
პროექტის დირექტორის, ნოდარ სურგულაძის

მოხსენებითი ბარათი

ათასწლეულის გამოწვევის ფონდ საქართველოს, სან დიეგოს სახელმწიფო უნივერსიტეტს და სან დიეგოს სახელმწიფო უნივერსიტეტის სამეცნიერო ფონდს შორის გაფორმებული 45 თვიანი კონტრაქტის საფუძველზე (#122-1, 25.10.2016; Collaborative Agreement For the Provision of Degree Accreditation and Institutional Support Initiativefor Science, Technology, Engineering and Mathematics between Millennium Challenge Account – Georgia and San Diego State University and San Diego State University Research Foundation) კონტრაქტორმა წარმოადგინა საწყისი ანგარიში (Inception Report, including Updated Workplan and Updated Recruitment Strategy);

ათასწლეულის გამოწვევის ფონდ საქართველოს (MCA-Georiga) შესაბამის სტრუქტურულ ერთეულებთან, აღნიშნული ანგარიშის განხილვის, ასევე მიწოდებული კომენტარების სან დიეგოს სახელმწიფო უნივერსიტეტის მხრიდან გათვალისწინების შემდეგ, უმაღლესი განათლების პროექტის დირექტორის კომპეტენციის ფარგლებში მიმაჩნია, რომ წარმოდგენილი ანგარიში აკმაყოფილებს კონტრაქტით განსაზღვრულ მინიმალურ პირობებს და შესაბამისად, გთხოვთ წარმოდგენილი ანგარიში ჩაითვალოს მიღებულად.

პატივისცემით,

ნოდარ სურგულაძე
05. 12. 2016

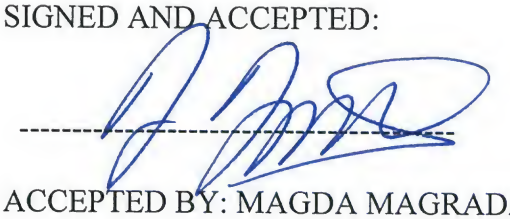
2016-12/463

CERTIFICATE OF ACCEPTANCE #1

Date: December 5, 2016

This is to certify that San Diego State University, together with SDSU Research Foundation has contributed to, and Millennium Challenge Account – Georgia taxpayer ID #204580177 has accepted "Updated work plan, updated Recruitment Strategy", the first deliverable, prescribed by Appendix B (Summary of Report Contents) of contract #122-1 (Collaborative Agreement For the Provision of Degree Accreditation and Institutional Support Initiative for Science, Technology, Engineering and Mathematics between Millennium Challenge Account – Georgia and San Diego State University and San Diego State University Research Foundation; 27.10.2015;), signed on the 27th of October, 2015 and amended on the 25th of October, 2016.

SIGNED AND ACCEPTED:



ACCEPTED BY: MAGDA MAGRADZE

Chief Executive Officer
Millennium Challenge Account-Georgia